

Executive Committee Strategic Planning Meeting

Heritage Banks
390 Interlocken Crescent, Ste 600

May 23, 2005
11:30am – 2:30pm

Meeting Summary

In Attendance:

Members:

Dr. Roger Smith, Mark Pingrey, Pat Buys, Tom Allee, Dani Crane, Jennifer Lambert

Council Staff:

Booker Graves, Glenn Little

Meeting:

- I. Welcome and Introductions – Mark Pingrey welcomed everyone to the meeting and stated its purpose.

This is a follow-up meeting to the Strategic Planning that took place in February. The goal is to establish the focus and direction of the Council and its Sub-Committees. This is the first meeting of the Executive Committee of the Council and better utilization of its members is a secondary goal of this meeting.

- II. Background-Where We Are and Where We're Looking to Go

From the staff point-of-view – the Council has formed Committees that have done significant work

- i. Grants have been awarded to the workforce regions for innovative projects
- ii. A simulation learning center is being created at Fitzsimmons under a \$2.9 million grant with \$500,000 coming from the SDPC; as a result of a partnership with PBS, every workforce center will have access to a 24/7 broadcast of classroom material

- iii. The marketing team has institutionalized September as Workforce Development Month; the E³ Fair will take place again; through this effort, they are increasing recognition of the system; from 4.5% to 13.5% in business awareness
- iv. Over 270,000 people have been served through the third quarter of the year; 70,000 have been placed in jobs; 20,000 have been assisted through offered training; internet access to workforce center services is increasing at a great rate
- v. The e-Portal has been expanded through the use of incentive dollars

There has been an increase in the allotment of Workforce Development funds. The amount is \$42,000,000 in Workforce dollars with \$4.7 million available for projects. Funding for the Job Vacancy Survey has been reduced this year.

Comprehensive workforce information is being looked at; beyond what the Bureau of Labor demands.

Emerging industries are still key to the system, and a steadily growing area is Space, where Colorado ranks in the Top Five. How do you tap into this area via education, training, etc. to focus young people in this direction?

An Economic Development Conference was held in Burlington and a big focus was on farming, which has turned into a highly technical, high knowledge-based industry. It requires Math, Chemistry, and Business Planning.

The Center for Nursing Excellence was contracted with to provide a Faculty Study on Nursing, which is available on the OWD website. They found that capacity can not be increased without increasing the faculty. Faculty enhancement projects have been commissioned at three universities.

How do you determine the rank and focus of the many initiatives in the State? Economic Development doesn't rank programs, and they do not have a comprehensive state plan or view. Their focus is on renewable energy.

The five key areas to focus efforts on are: Space, Health, Aviation, Renewable Energy, and Biosciences. These areas were determined from the Leeds Study and LMI has done some projections that included these areas.

CCHE and post-secondary education need to approach the educational system to contact youth and engage them in these areas.

In sustaining cutting edge industries, how does the Council fit in? There needs to be a link through all of these areas. All state agencies have needs that the Council can assist with, as shown from February's meeting.

III. Planning

Keep the plan simple, but high-level. Complexity will come through the committees and operational staff.

The Strategic Plan ties to the Council's overall goal. The general goals set the stage. Any Strategic Plan does not negate the statutory activities that will continue.

The themes drawn out from the last Strategic Planning meeting will focus the work and help create projects.

There should be closer alignment with CIMS which will provide evidence that the Council is growing and improving.

What are the priorities?

- i. Thinking needs to center around policies; support economic growth within the regions. Work should be bridged with economic development, and continue to increase employer awareness.
- ii. There needs to be continued conversations about alternatives to college, including apprenticeships. A lot of people out of high school are not ready to go for a degree. Future Governors should be prepared for the idea that college isn't the only path for youth.
- iii. The Council must become more integrated with other organizations.
- iv. The image of the workforce system is that the people that use the services are unskilled, and that isn't true anymore. It might be seen that way because the programs are not business-driven; they're bureaucratic and government-driven. Businesses use them, but the system isn't lead by them. The intention of WIA is that businesses get actively engaged; the system should be the voice of business. More action from the private sector is needed, although businesses don't readily engage change, they wait for it.

- v. Growing industry clusters need to be targeted by the workforce system. In grant proposals, matching dollars from business partners is needed. Regions should go to their partners and ask them how they would build a bridge to the workforce system. Education should also be tied to employers.
- vi. The word “education” should be changed to “career development” to broaden the perspective in people’s minds. Community Colleges concentrate their efforts on career development, while the primary focus of four-year institutions is on knowledge development.
- vii. Reward sustainable initiatives; grants shouldn’t be awarded just because regions are looking for an infusion of money.
- viii. Economic Development needs skilled employees and employees with interpersonal skills. How do you finance economic development initiatives? The workforce system should be seen as a resource for Economic Development.

Top Three Strategies

- i. Align employer-driven workforce development with economic development.
 - The workforce system should focus on demand; the system needs to determine what skills employers are looking for.
 - The workforce system needs to expand its partnerships to create a powerful structure around E³
- ii. Identify career development pathways in emerging industries.
 - Growth and economic health come from job-specific skills.
- iii. Invest in locally and regionally-based solutions to meet marketplace needs.

These strategies drive toward the Council’s goals. The execution of these strategies comes through the operation arm (workforce staff). Grants and incentive awards should be used for the WIBs that engage these themes. It should be the job of the Council to determine regional and statewide projects.

IV. Council Meetings

How are business members engaged? People have to be engaged or they won’t participate.

Create feedback reports, e.g. a paper survey, asking members what they like, don’t like, what they get from the meetings, etc. The

Executive Committee will review after each Council meeting. In November, do a yearly survey, responding to the Council members' concerns.

There is a need for more participation and attendance at the meetings. Perhaps the meetings should be earlier or later in the day.

Should the sub-committee reports be cut back at the meetings? The reports should be distributed in advance of the meetings, then a vote for approval of the report is all that is needed at the Council meeting. Specific discussion items should continue to be brought up at the meetings. Perhaps one issue per sub-committee could be presented for discussion by the group as a whole.

At the next Council meeting, each sub-committee will solicit input on what each group can do to impact the three strategies that have been established. The BOAM Committee will discuss Strategy One, the SDPC will discuss Strategy Two, and the State Youth Council will handle Strategy Three. The SWIS Committee will present the State's Two-Year Plan and discuss the WIA Allocations. The Council's staff will craft three or four questions for the sub-committee chair's to present to the Council.

The Executive Committee will convene prior to or immediately following each Council meeting in the future.

V. Where Do We Go From Here?

How is success measured? A year from now, there should be more workers in the top five employment areas.

Projects and activities should be stimulated in local workforce boards and centers.

Increase partnerships with other state agencies.

Money should be awarded to groups that are focused on the Workforce Development Council's goals and strategies. In that way, grants and CIMS will be in line with the Council's Strategic Plan.